WHAT IS CLAIMED IS:

1. A device for controlling an exposure of an electronic camera, said camera being mounted on an electronic apparatus having a display and the camera being capable of setting a photographing direction to at least the front or rear of a screen of said display, said device comprising:

exposure detecting means for, on the basis of video signals generated by the electronic camera, generating exposure detection information indicative of the average magnitude of said video signals of a photographed image;

exposure adjusting means for adjusting the exposure of the electronic camera on the basis of said exposure detection information generated by said exposure detecting means; and

photographing direction detecting means for, when the photographing direction of the electronic camera is set to face the rear of the screen, outputting a corresponding direction detection signal, wherein

the exposure detecting means logically divides one photographed image according to first and second patterns; in the division by said first pattern, divides said photographed image into an upper area and a lower area to generate first exposure detection information relatively

strongly reflecting the magnitude of said video signal corresponding to said lower area; and in the division by said second pattern, divides the photographed image into a central area and a peripheral area to generate second exposure detection information relatively strongly reflecting the magnitude of the video signal corresponding to said central area and,

when said photographing direction detecting means outputs said direction detection signal, said exposure adjusting means adjusts the exposure of the electronic camera on the basis of said first exposure detection information, and when the photographing direction detecting means does not output a direction detection signal, adjusts the exposure of the electronic camera on the basis of said second exposure detection information.

2. A device according to Claim 1, wherein the exposure detecting means includes: an area integration circuit for integrating the corresponding video signals for each area obtained by dividing according to the first and second patterns; and weighting-adding means for multiplying integration results for the respective areas, which are outputted from said area integration circuit, by weights for the areas, and adding respective products to set addition results as said first and second exposure detection

information.

- 3. A device according to Claim 1, wherein the upper area in the division by the first pattern is an upper area about 1/4 that of the photographed image.
- 4. A device according to Claim 1, wherein the central area in the division by the second pattern has a substantially rectangular form, the height thereof is about 1/2 that of the photographed image, and the width thereof is about 1/3 that of the photographed image.
- 5. A device according to Claim 1, wherein the electronic camera includes a solid-state image sensing device as an image pickup device.
- 6. A device according to Claim 5, wherein said solidstate image sensing device includes a CCD or a CMOS sensor.
- 7. A device according to Claim 1, wherein the electronic camera is a video camera or a digital still camera.
- 8. A device according to Claim 5, wherein the exposure adjusting means controls an electronic shutter of the

electronic camera to adjust the exposure.

- 9. A device according to Claim 1, further comprising a variable gain amplifier circuit which receives the video signal generated by the electronic camera as an input, wherein the exposure adjusting means controls a gain of said variable gain amplifier circuit to adjust the exposure.
- 10. A device according to Claim 1, wherein the electronic camera is built into the electronic apparatus.
- 11. A device according to Claim 1, wherein the electronic camera is detachable from the electronic apparatus.
- 12. A device according to Claim 1, wherein the electronic apparatus is a portable information terminal.
- 13. A device according to Claim 1, wherein the electronic apparatus is a personal computer or a PDA.